



## Community Building and Communications Workgroup Meeting Minutes December 2, 2008

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### *Items Relevant to Other Workgroups*

#### **All other workgroups:**

For relevant information regarding the Michigan's Campaign to End Homelessness Web site and eNews, see discussion items titled: "Action 1.2 and Strategy 2 Taskgroups," and "Update on PPA's Meeting with Pace & Partners and MSHDA."

#### ***Members Participating***

Erin Skene-Pratt (Chair)  
Judy Kell (Co-chair)  
Karen Anderson (for LuAnn Dunsford)  
Judy Crockett  
Connie Hackney  
Mike Harris  
Gary Heidel  
Deborah Horak  
Christina Jackson  
Mary Lou Keenon  
Bill Reid  
Kimberlee Reinking  
Kathleen Swantek  
Nicole Waters

#### ***Members Not Participating***

Luann Dunsford  
Beverley Ebersold  
Jerrie Lynn Gibbs  
Charlie Mahoney  
Candace Morgan  
Nancy Murton  
Christine Sickle  
Sue Southon

#### ***Staff Participating***

Jeff Padden, PPA  
Joe Quick, PPA

### ***Discussion Items***

#### **Report of the Action 1.1 Taskgroup/Survey**

- As lead of the 1.1 taskgroup, Erin gave an overview of the communications survey purpose and progress. Its purpose is to collect info from stakeholders regarding homelessness and supportive housing communication plans.
  - Erin asked the team members to look over the survey, keeping an eye out for any glaring problems.
  - It is currently being programmed into Survey Monkey and will be distributed soon.
- Survey respondents were asked, if willing, to send the workgroup copies of any written communication plans they have and use.
  - The purpose is not only to find out which organizations *have* plans, but also to know what is incorporated in them.
- A list of contacts was compiled and the survey will be sent through Sally Harrison as part of a snowball process (much like the newsletter distribution).

- Sally will send the survey to regional council leaders who will send it to their Continuums of Care (COCs).
  - ◆ The COCs will then forward it on to leaders of their member organizations. This reinforces the structure of the campaign and follows the same snowball pattern as the Campaign's eNews signup.
- The workgroup also discussed other interested parties that would be left out of this process who might be important, including food banks, other non-profits, etc.
- The goal for getting this survey out is December 4, 2008; it will be due one week from this date, and results will be presented at the next DRT meeting.
- So far there has been a bit of an issue with differences in how people have forwarded the newsletter signup. Some have been found not to be following the instructions.
  - Because the survey will follow the same snowball pattern, the group will keep an eye on this issue with regard to both email lists.

### **Action 1.2 and Strategy 2 Taskgroups**

(Discussed simultaneously and relation to one another)

- Judy Crockett reported that she has tried to set a taskgroup 1.2 meeting, but they have yet to be able to synch up yet. The deadline for this task had been pushed ahead to February 28.
  - Several of the taskgroup members spoke together informally at the Poverty Summit at Cobo Center in Detroit.
    - They discussed the importance of a “go-to” spot for information for the regions, instead of sending minutes, announcements, etc. to emails on a regular basis and clogging inboxes (a desire that has frequently come up in CBC workgroup discussion).
    - A sort of filing cabinet for documents would be useful on the Web site, along with alerts for funding opportunities.
- Debbie Horak of Pace & Partners, MSHDA's communications contractor, explained that the Web site's sitemap is being worked out right now. They understand...
  - The need for data and documents to be broken down at the regional and COC level.
  - That there needs to be an area from which to upload workgroup minutes and other information.
- In response to the workgroup and taskgroup suggestion that the Web site will work well only if there is a full-time person on the staff to keep up with constant changes, Mary Lou Keenon of MSHDA said that the agency is discussing this possibility currently.
- The action 2.1 taskgroup members spoke about what their role would be with regard to internal communication.
- The newsletter, which has sprung to life before the taskgroup really got working on the internal communications task, will be monitored and reported on by this group.
- Jeff Padden suggested that the key questions as taskgroups go forward are:
  - How do they align with both MSHDA and Pace & Partners?
  - Who is in on meetings/calls?
  - Who is coordinating?
- Jeff agreed to help get a meeting scheduled for the taskgroups using Meeting Wizard (later Judy scheduled it herself through Meeting Wizard).

- Mike Harris (lead of action 2.1 taskgroup) and Jeff mentioned that they'd spoken previous to the meeting to get Mike up to speed on the newsletter's progress and what needs to be done next.
  - The goal of the taskgroup, it was decided, was not to create the newsletter, but to provide strategic oversight.
  - The taskgroup can suggest ways to make the newsletter look good and get it distributed efficiently.
- The reality is ahead of the structure and theory here, in that the eNews has been created before the taskgroup was able to oversee such creation.
- Mary Lou, Pace, and Jourdan Clandening have been incredibly helpful in getting the CTEH eNews off the ground.
  - Several articles had already been drafted, but others remain to be completed.
  - The PPA staff person for each statewide workgroup is writing a short blurb for the newsletter which will direct people to more info on each workgroup and workgroup meeting summaries.
- Jeff mentioned that Sally Harrison has been terrific in being the top of the distribution pyramid.
- There are currently 445 or more people registered to receive the newsletter, which could snowball into a couple thousand.
- It was suggested that someone from Mary Lou's shop sit on this taskgroup. Many of the newsletter and Web site tasks can be funneled through Mary Lou.
  - Mike, Mary Lou, Pace, and Connie Hackney agreed they should meet in person in Lansing.

#### **Update on PPA's Meeting with Pace & Partners and MSHDA**

- This meeting took place on November 19, 2008 at MSHDA. Attendees included:
  - Sally Harrison, Mary Lou Keenon, and Jeff Bickert of MSHDA
  - Debbie Horak and Christina Jackson of Pace and Partners
  - Jeff Padden, Colleen Graber, and Nancy McCrohan of PPA
- The group discussed communication needs and suggestions for how to meet them.
- In this meeting, the parties involved discussed what the roles of Pace, PPA, and MSHDA would be.
  - All were clear that Pace & Partners is contracted by MSHDA, and that agency needs to make decisions about the use of those contract resources.
- The Web site and newsletter were discussed at length, and clear roles were assigned.
  - In addition, it was agreed that Pace and Partners would be involved in the Community Building and Communications statewide workgroup to assist with development of the communications plan.

#### **Review and Finalization of Action Plan and Taskgroup Assignments**

- At the request of the workgroup, Jeff had filled in the outcome sections in the action plan since the last meeting.
  - He asked that the workgroup look over those changes, and suggest changes or approve them.
  - The draft was approved as submitted.

- Gary Heidel discussed linkages with other departments that might increase funding and combat a current lack of support (i.e., need to generate more support for money and legislation).
  - He said that public awareness is easier to achieve than awareness and support from politicians.
- Jeff addressed the political dimension of the work by reminding the group that they are charged with pushing the existing campaign goals, including the development of political support for them.
  - This political push, however, would come from the members of the DRT, who have taken the ideas of the workgroup into consideration.
  - All group work has to be linked to the existing goals of the Campaign.
    - ◆ Judy's action 1.2 taskgroup, for example, needs to understand what the DRT's final policy goals are.
- Jeff pointed out that he added an action 3.3 to the Action Plan, which stresses the importance of the DRT.

### ***Tasks Completed***

- Taskgroup 1.1 has completed the survey questions, and the survey is being programmed into Survey Monkey presently. It will be distributed December 4.
- The Campaign's eNews sign-up email has been distributed, and many have signed up.
- Mike Harris, lead of Strategy 2 tasks, has spoken with Jeff to get the ball rolling on this strategy, which includes oversight of the eNews that is already in development.
- Jeff Padden represented the CBC workgroup in discussions with MSHDA and Pace & Partners with regard to communications outreach (through eNews, Web site, etc.).
- The CBC workgroup Action Plan was finalized and approved by workgroup members. All formatting changes were approved, tasks and subtasks assigned, and outcomes filled in.

### ***Tasks Assigned***

#### **Review of Next Steps and Assignments**

- Survey to be distributed December 4, 2008 through cooperation between Erin Skene-Pratt's 1.1 taskgroup, Jeff Padden, and Sally Harrison.
- Judy Crockett to develop talking points for 1.2 taskgroup meeting, yet to be scheduled.
- Mike Harris and Connie Hackney to involve Mary Lou Keenon in discussions about strategy #2 taskgroup actions/suggestions and schedule a face-to-face meeting.
- Joe Quick will look at which workgroup members have yet to join a taskgroup and who might be best for each.
- Erin Skene-Pratt will contact Lynn Nee from MCAH, who may be a good person to invite to join the action 3.1 taskgroup.
- Jeff Padden will contact Dennis Schranz about putting the CTEH eNews link in the MPRI eNews.
- Any additional contact names that should be part of the network inventory of action 1.1 taskgroup should be sent to Erin or Jerrie Lynn Gibbs.

### ***Next Meeting***

- Meeting date has changed.

- Friday, January 16, 2009 from 10:00 a.m. to 12:00 noon. Members can join conference call or meet in person at PPA.
- Meetings to follow
  - *Regular meetings*: Second Thursday of every month, 10:00 a.m. to 12:00 noon.